Briggo Coffee saw the need to bolster its technology strategy to enable its workforce to be effective in 24/7 management of fully automated "Coffee Hauses." Achieving this involved improving the transparency, sustainability and efficiency of the company’s supply chain and business operations.

Business needs:
- Empowers key business roles to be effective anytime, anywhere
- Enables automated, high-quality production of customized coffee drinks
- Allows transparent, connected supply-chain management
- Supports sustainable, efficient operations
- Facilitates vital relationships and excellent experiences from farmers to consumers

Business results:

Workforce transformation:
Across its growing, global operations and supply chain, Briggo Coffee uses Dell Technologies solutions to empower people in key business roles to work productively and securely, manage Coffee Hauses from anywhere, anytime to deliver a great customer experience, and run a sustainable business that connects all the way to the coffee farmers.

“As we grow, mobility enabled by Dell Technologies client solutions will allow us to be effective and fast in making decisions.”
Drew Moore
Vice President of Engineering & Service, Briggo Coffee
Briggo Coffee sources high-altitude, arabica coffee beans from farmers in Brazil, El Salvador and Guatemala and uses them to prepare and serve coffee drinks in its robotic retail units, called “Coffee Hauses.” By using a mobile app or point-of-sale touchscreen, customers can order personalized, gourmet coffee and tea drinks, receive a text when they are ready and pick them up at a nearby Coffee Haus. All steps in the preparation and handling of coffee drinks are automated, and the robotic baristas can prepare over eight million possible combinations of coffees, teas, milks or flavorings. Briggo Coffee Hauses are deployed in airports, convention centers and on corporate campuses in several major U.S. markets, and Briggo has plans for international expansion.

“Their coffee is just delicious, and the experience of being able to customize your drink and wait for it to be made while you’re having your meal is a novel experience.”

Marsha Osborn
Chief Operating Officer
Briggo Coffee
Briggo employees and the Coffee Hauses depend on the latest technology for maximum productivity. The first generation of Coffee Hauses supported remote ordering and produced customers’ drinks, but required upgrades to support increasing demand during peak hours. That prompted the company to augment its technology capabilities. Charles Studor, Briggo’s founder and CTO, says, “We’re fortunate to have Dell Technologies as both a customer and a supplier. Our Dell Technologies contacts immediately understood what we wanted to accomplish. Using data directly from the Coffee Hauses enabled us to improve the electro-mechanical equipment and the way we manage it.”

Today, Briggo uses several Dell Technologies client solutions to run its complex operations. In a particularly critical scenario, the devices serve as the brain of the Coffee Hauses. To ensure the optimal quality and consistency of each coffee drink, they collect data from more than 200 sensors securely connected to the Internet of Things (IoT) and send it to Briggo headquarters.

In addition to around the clock monitoring of the Coffee Hauses, Briggo team members also rely on Boomi, a Dell Technologies solution, to gather and correlate Coffee Haus and systems data for analysis and action. Other employees, including field service technicians, use a variety of mobile and rugged Dell Technologies client solutions.
Remote Briggo salespeople, engineers and field service professionals connect to company headquarters and the Coffee Hauses by using Dell Technologies client solutions to remain productive and secure. Drew Moore, vice president of engineering and service at Briggo, says, “Briggo grows very quickly. As we expand our field operations nationally and improve our ability to solve problems remotely, we learn how to address any issue, from anywhere, at any time, using our Dell Technologies solutions. Recently, one of our field workers in Dallas resolved an issue at the Coffee Haus at the Austin-Bergstrom Airport with his specialized Dell Technologies equipment.”

Team members also take advantage of their mobile devices to perform their work and collaborate with great flexibility and promptness. “Increasingly, our work is done in impromptu meetings by corridor warriors,” Moore adds. “As we grow, mobility enabled by Dell Technologies silent solutions will allow us to be effective and fast in making decisions.”

Enabling positive experiences through connections

Technology enables the relationships that bring Briggo’s business to life. Kevin Nater, CEO and co-founder of Briggo, explains, “We absolutely rely on Dell Technologies solutions to power our customers’ and employees’ experiences, and to interact with our supply-chain partners. In the future, we hope to empower our customers to connect directly with the farmers who supply the coffee they love.”

The company’s view of technologically enabled services and relationships spans the globe and touches virtually everyone involved with Briggo’s specialty coffee. Marsha Osborn, Briggo’s COO, says, “Briggo enables human progress by connecting all the way to the farmers and co-ops, and then creates an excellent beverage by applying technology within a 40 square-foot Coffee Haus. Briggo’s and Dell Technologies’ joint innovation changes lives every day, starting with a perfect cup of coffee.”

Empowering a global workforce

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Bringing sustainability to the entire supply chain

Sustainability and corporate social responsibility are guiding principles at Briggo. These tenets complement the company’s efforts to operate as efficiently as possible. Technology enables the visibility into business systems that allows Briggo to pinpoint opportunities for improving sustainability. Coffee Haus sensors and automation features ensure that all coffee grounds are composted and that milk, syrup, cup and lid waste is kept to an absolute minimum. Nater says, “The Briggo Coffee Haus is a sustainable, fully sensor-equipped platform. We can minimize waste because Dell Technologies helps us understand the exact depletion efficiency of the Coffee Hauses.”

Sustainability and efficiency extend throughout Briggo’s entire supply chain, all the way to the coffee farmers. “Instead of asking customers to pay higher prices for specialty coffee, we create efficiencies to reduce the amount of waste we consume,” says Studor. “We create opportunities for the coffee farmers through sustainable supply-chain management, enabled by Dell Technologies.”

Expanding the horizon of possibilities

Briggo leaders believe the company’s business model is transferable to other industries, where technology can allow businesses to connect all people and processes in their daily operations. Studor says, “My dream is to show how our IoT-enabled approach succeeds in specialty coffee, which then inspires a similar application in a different market.”

Dell Technologies will continue to play a valuable role in Briggo’s future. “No one else has applied this much technology to producing specialty coffee,” Studor notes. “Dell Technologies has been an important factor in our success. I look forward to our continuing engagement.”